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PTO/SB/08A (08-00)

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 6

### Complete if Known

Reissue Application Number	09/577,798
Reissue Filing Date	May 24, 2000
First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	2166
Examiner Name	Harle, J.
Attorney Docket Number	11032/2144

### OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T. <sup>2</sup>
DL		FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085	
DL		Update and Miscellaneous; September 22, 1995; Z00081-Z00083	
DL		Information Request; September 12, 1995; Z00080	
DL		Question for you; September 7, 1995; Z00078-Z00079	
DL		FocaLink Technology; August 30, 1995; Z00076-Z00077	
DL		Saturn Banner Ad Placement; August 27, 1995; Z00075	
DL		SPONSORABLE SITE - RIDDLE DU JOUR; August 26, 1995; Z00072 - Z00074	
DL		Saturn Banner Ad Placement; August 25, 1995; Z00071	
DL		FocaLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057 - Z00070	
DL		LinkMarket Business Plan; David Zinman et al.; Z00033 - Z00056	
DL		LinkMarket; David Zinman et al.; Z00028 - Z00030	
DL		Link Marketing; Z00022 - Z00027	
DL		Link Marketing, LLP; Z00020 - Z00021	
DL		Interactive Age;; The Newspaper for Electronic Commerce; Z00015 - Z00019	
DL		For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; <a href="http://link.w3.com">http://link.w3.com</a> ; Z00014	
DL		Web Personals stats; August 22, 1995; Z00012 - Z00013	
DL		FocaLink Technology; August 30, 1995; Z00010 - Z00011	
DL		Web Personals Report; October 12, 1995; Z00001-Z00009	
DL		LinkMarket; David Zinman et al.; SD 005573 - SD 005574	

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		First Named Inventor	Dwight Allen MERRIMAN
		Group Art Unit	2166
		Examiner Name	Harle, J.
		Attorney Docket Number	11032/2144
Sheet	2	of	6

84		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		Focalink Communications; February 6, 1996; Z00200 – Z00202	
		Urgent – Microsoft Ad Placement; February 7, 1996; Z00204	
		Test for Microsoft Banner; February 8, 1996; Z00205	
		ZDNet Test (fwd); February 8, 1996; Z00206	
		URLs; February 8, 1996; Z00207 – Z00208	
		HeradsUp 02-09-96 (20 stories)<CD58M01O>; Z00209 – Z00212	
		Did I send this 2x; April 3, 1996; Z00220 – Z00222	
		Answer to your request; April 8, 1996; Z00223	
		Site Letter; April 10, 1996; Z00224 – Z00225	
		Oracle and Intel; April 12, 1996; Z00226	
		Doubledclick; April 16, 1996; Z00227	
		Open Market Licenses With NetGravity; May 6, 1996; Z00228	
		Fact check; May 12, 1996; Z00229	
		IDG; May 17, 1996; Z00230 – Z00231	
		Daily Spectrum; May 20, 1996; Z00232 – Z00242	
		Fact check; May 20, 1996; Z00243	
		Cookie FAQ; May 21, 1996; Z00244	
		Focalink Communications; May 21, 1996; Z00245 – Z00246	
		Network World Fusion; May 22, 1996; Z00247	
04		Looming issue; July 13, 1996; Z00248 – Z00249	

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Sheet 3 of 6

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Attorney Docket Number	11032/2144

OK		Cookies & privacy ? / German Press; July 15, 1996; Z00250	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251	
		DoubleClick; September 5, 1996; Z00252 – Z00253	
		Infoseek Business Terms; September 7, 1996; Z00254 – Z00256	
		SmartBanner ads on HotWired; September 11, 1996; Z00257	
		Statement of Work; September 23, 1996; Z00258 – Z00259	
		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260 – Z00263	
		Test With Focalink; February 7, 1996; Z0020	
		LinkMarket; David Zinman; Z00031 - Z00032	
		Saturn Ad Placements; September 28, 1995; David Zinman; Z00086	
		RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087	
		RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089	
		RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090	
		Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092	
		Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094	
		Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096	
		Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099	
		Contact at Netcom; October 26, 1995; David Zinman; Z00100	
		CMP Technical Contact; October 30, 1995; Jason Strober; Z00104	
		from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106	
OK		We need to get on this; October 31, 1995; David Zinman; Z00107	

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Sheet 4 of 6

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First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	2166
Examiner Name	Harle, J.
Attorney Docket Number	11032/2144

OK		Web site pricing draft; November 7, 1995; Jason Strober; Z00108	
		Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110	
		Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114	
		FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116	
		FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119	
		I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120	
		FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123	
		Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125	
		Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126	
		Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128	
		Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130	
		Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140	
		November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148	
		FocaLink Media Services; December 6, 1995; David Zinman; Z00149	
		FocaLink for the Layman; December 6, 1995; David Zinman; Z00150	
		Microtargeting; December 7, 1995; David Zinman; Z00151	
		Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154	
		FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156	
OK		Catch-up time; December 11, 1995; David Zinman; Z00157	

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		Group Art Unit	2166
		Examiner Name	Harle, J.
		Attorney Docket Number	11032/2144
Sheet	5	of	6

8/6		Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160	
		Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161	
		Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162	
		FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163	
		I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164	
		Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165	
		FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166	
		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167	
		Quote for Press Release; January 15, 1996; David Zinman; Z00168	
		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171	
		RE> ** Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174	
		Focalink; January 25, 1996; David Zinman; Z00175	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185	
8/4		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188	

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Sheet 6 of 6

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Reissue Application Number	09/577,798
Reissue Filing Date	May 24, 2000
First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	2166
Examiner Name	Harle, J.
Attorney Docket Number	11032/2144

du		Microsoft Update; February 5, 1996; Margaret Bond; Z00189	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195	
		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198	
		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199	
		Focalink Communications; February 13, 1996; David Zinman; Z00213	
		Targeting; February 13, 1996; Michael Wang; Z00214	
		Re: Cookies!; February 15, 1996; David Zinman; Z00215	
		Focalink; February 22, 1996; Jason Strober; Z00216	
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218	
od		Cookies; March 6, 1996; David Zinman; Z00219	

Examiner  
Signature

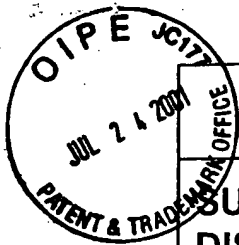
Date  
Considered

24-9-01

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Technology Center 2100U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICESUPPLEMENTAL INFORMATION  
DISCLOSURE STATEMENTDocket Number:  
11032/2144 PATENTReissue Applicant  
Dwight Allen MERRIMAN  
et alReissue Application No.  
09/577,798Reissue Filing Date  
May 24, 2000Patent Number  
5,948,061Issued  
September 7, 1999Examiner  
Harle, JArt Unit  
2166Invention Title  
METHOD OF DELIVERY, TARGETING, AND  
MEASURING ADVERTISING OVER NETWORKSAssignee  
DoubleClick, Inc.

## FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTR Y	CLASS/ SUBCLASS	TRANSL ATION	
					YE S	NO
OK	WO 97/21183	June 12, 1997	PCT			

## OTHER DOCUMENTS

EXAMINER INITIAL	AUTHOR, TITLE, DATE, PERTINENT PAGES, ETC.
OK	Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss. 2. Available online at <a href="http://internetworld.com">http://internetworld.com</a> . Feb. 1996.
OK	Metcalf, Bob "From the Ether", InfoWorld, v.18 iss.3. Available at <a href="http://infoworld.com">http://infoworld.com</a> , Aug. 1996.
OK	NetGravity AdServer 2.0 Announcement. Available at <a href="http://netgravity.com">http://netgravity.com</a> , Oct. 1996.
OK	"Internet Access: Internet marketing revolution begins in the US this Sep." (Hyper Net Offering), EDGE: Work-Group Computing Report, v7 n316, June, 1996.
OK	Kohda Yet al: Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol: 28, No. 11, May 1996, pp. 1493-1499.

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NON PATENT LITERATURE DOCUMENTS			
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JK		"ONLINE MARKETING..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585	
JK		David Zinman; <a href="http://www.focalink.com/dzinman/bio.html">http://www.focalink.com/dzinman/bio.html</a> ; SD005586	
JK		"Seeing A Gap..."; Ellis Booker; <a href="http://www.internetworld.com/print/1996/02/01/industry/ad-server.html">http://www.internetworld.com/print/1996/02/01/industry/ad-server.html</a> ; February, 1996; SD005587	
JK		"readme. 1st..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589	
JK		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
JK		"MEDIA DAILY SPECIAL..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
JK		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
JK		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
JK		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
JK		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601	
JK		"Working the Web..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	
JK		"Web ad-management software..."; John Evan Frook; InternetWeek; March 18, 1996; SD005605-SD005607	
JK		"Unraveling a tangled Web..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610	
JK		"Web Site Links..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
JK		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	

Examiner Signature	<i>J. Harle</i>	Date Considered	10/15/02
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Sheet 2 of 3	Attorney Docket Number	11032/2144	

OK	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
OK	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619	
OK	"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
OK	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623	
OK	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
OK	"FOCALINK"; DC004278A	
OK	"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C	
OK	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
OK	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
OK	"Link Marketing"; handwritten page; MA0001	
OK	"Link Marketing"; LinkMarket; MA0002-MA0007	
OK	"LinkMarket"; David Zinman et al.; MA0008-MA0027	
OK	"Link Marketing, LLP"; MA0028-MA0029	
OK	"Link Marketing LLP"; MA0030-MA0038	
OK	"Escapes"; Web page; MA0039-MA0040	
OK	"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053	
OK	"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109	

Examiner Signature		Date Considered	10/15/04
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		Examiner Name	Harle, J.
		Attorney Docket Number	11032/2144

8d	"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149
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Examiner Signature		Date Considered	10/15/02
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